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BBA- IV Semester
Consumer Behaviour

BBA N 401

- Unit I Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.
- Unit II Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.
- Unit III Individual determinates:
Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
- Unit IV Influences & Consumer Decision making :
Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
- Unit V Industrial Buying Behaviour :
Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

Suggested Books:

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| 1.Consumer Behaviour in Indian Perspective | Suja. R. Nair |
| 2.Consumer Behaviour | Schifman & Kanuk |
| 3.Consumer Behaviour | Louden & Bitta |
| 4.Consumer Behaviour | Bennet & Kasarjian |

BBA N 402

**BBA- IV Semester
Financial Management**

Unit I

Introductory : Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

Unit II

Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization.

Unit III

Determinants of Capital structure, Capital structure theories. Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.

Unit IV

Suggested Books:

1. Production Op

2. Production & Op

3. Production & Op

Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.

Unit V

Management of Earning : Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy.

Suggested Books:

1. Financial Management

2. Financial Management

S.N. Maheshwari

Khan & Jain

BBA- IV Semester

Production Management

BBA N 403

Unit I

Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

Unit II

Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.

Unit III

Plant Location & Plant layout.

Unit IV

Materials Management & Inventory Control : Purchasing Economic lot quality/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping.

Unit V

Quality Control : Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

Suggested Books:

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| 1. Production Operation management | B.S. Goel |
| 2. Production & Operation Management | Buffa |
| 3. Production & Operation Management | S.N.Chary |

BBA- IV Semester

Sales Management

BBA N 404

Unit I

Sales Management :

- Evolution of sales function
- Objectives of sales management positions
- Functions of Sales executives
- Relation with other executives

Unit II

Sales Organisation and relationship :

- Purpose of sales organization
- Types of sales organization structures
- Sales department external relations
- Distributive network relations.

Unit III

Salesmanship :

- Theories of personal selling
- Types of Sales executives
- Qualities of sales executives
- Prospecting, pre-approach and post-approach
- Organising display, showroom & exhibition

Unit IV

Distribution network Management

- Types of Marketing Channels
- Factors affecting the choice of channel
- Types of middleman and their characteristics
- Concept of physical distribution system

Unit V

Sales Force Management

- Recruitment and Selection
- Sales Training
- Sales Compensation

Suggested Books:

1.Sales Management

-Cundiff, Still, Govoni

2.Salesmanship & Publicity

-Pradhan, Jakate, Mali

3.Sales Management

-S.A. Chunawalla

BBA- IV Semester

BBA N 405

Research Methodology

Unit I

Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

Unit II

The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.

Unit III

Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

Unit IV

Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.

Unit V

Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

Reference Books:

1. Research Methodology

C.R. Kothari

BBA- IV Semester

BBA N 406

~~Consumer Behaviour~~ *operation research*

- Unit I Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques.
- Unit II Linear programming : Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)
- Unit III Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems
- Unit IV Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.
- Unit V PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

Reference Books:

1. Operation Research V.K. Kapoor

Suggested Readings:

1. Vaidyanathan & Mishra

2. Mohr Paul & Gupta

3. D.N. Dwivedi

4. C. Nigam

5. Paterlini & Sen

6. T. V. V.

7. D. K. Ghoshal

8. Managerial Economics

9. Managerial Economics - Concepts & Cases

10. Managerial Economics

11. Managerial Economics

12. Managerial Economics

13. Managerial Economics

14. A Study of Managerial Economics